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Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 71/101 B, provides a summary of the key advances made by the Department of Public Information from September 2016 to February 2017 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2017/2 and A/AC.198/2017/3).

* A/AC.198/2017/1.

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I. Introduction

1. In its resolution 71/101 B, the General Assembly took note of the reports of the Secretary-General on the activities of the United Nations Department of Public Information submitted for consideration by the Committee on Information at its thirty-eighth session (A/AC.198/2016/2-4), and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The Department hereby presents the requested information in three parts, in accordance with the three subprogrammes of the Department, namely: strategic communications services, news services and outreach services.

3. The present report on the activities of the outreach and knowledge services provides an overview of the strategic direction of the outreach subprogramme and highlights activities undertaken in the process of reaching out to a wide range of important constituencies. It also provides a summary of the activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period from September 2016 to March 2017.

II. Developing increased understanding and support for the work of the United Nations

4. Outreach to a number of constituencies, such as civil society, young people, academic institutions, educators, students, artists, the entertainment industry, the private sector and local communities is central to developing a deeper understanding of, and support for, the ideals and activities of the United Nations, in particular the Sustainable Development Goals, climate change and the environment, the empowerment of women and of young people, peace and the prevention of conflict and upholding human rights, including protection from manifestations of violent extremism.

5. The Department maximizes its outreach potential in a multiplicity of ways and a growing variety of languages that reach audiences around the world in an effective and quantifiable fashion. These audiences have widened and diversified and, in many cases, have acquired the opportunity for participation and involvement in the work of the United Nations, including through its websites, publications, conferences, special and commemorative events, briefings, visitors services and teaching materials and the Organization's engagement with personalities of renown.

III. Engaging the public and students: guided tours and briefings

6. United Nations guided tours employ multilingual staff and offer tours in a variety of languages. During the reporting period, 25 multilingual tour guides offered guided tours in the six official languages of the United Nations, as well as in German, Hebrew, Italian, Japanese, Korean and Portuguese, in response to customer demand.

7. Guided tours of United Nations Headquarters were promoted through a diverse range of efforts, including weekly advertisements in *City Guide* (a widely disseminated publication for visitors to New York City); outreach to New York City hotel concierges for personalized United Nations tours and the production of an outdoor banner for the Visitors' Entrance to encourage walk-in visitors. The Visitors' Services Section also strengthened relations with the New York City Board of Education and with the Mayor's Office for International Affairs to attract more students across the city's five boroughs to discover Headquarters through guided tours and briefings.

8. As a result, more than 230,000 visitors toured Headquarters in 2016, with the number of visitors taking a guided tour increasing by more than 23 per cent, compared with the number in 2015. More than half of the visitors taking guided tours were children and students. For children ages 5 to 12, a specially tailored tour was offered.

9. To enhance the visitor experience, the Visitors' Services Section launched a free mobile application providing detailed information about more than 65 works of art and architectural elements located at United Nations Headquarters.

10. Briefing programmes continued to engage with the public in an interactive manner by using new technology, including large touchscreens and other digital exhibits, to educate visitors in particular about the Sustainable Development Goals, peacekeeping and disarmament.

11. The Department engaged external audiences through the United Nations Speakers Bureau, with briefings at Headquarters as well as locations outside. These briefing programmes reached an audience of more than 20,000 people, the majority of whom were high school and university students, as well as civil society organizations and professional associations, and included the "United Nations works for you", or UN4U, outreach activity, through which United Nations officials travelled to schools throughout the academic year to speak to students. The Department continued to provide information materials for visitors, teachers and students, and also produced fact sheets in the six official languages and maintained an active social media presence.

12. For the second year, the Department facilitated the NYC Junior Ambassadors programme, in partnership with the Office of the New York City Commissioner for the United Nations. The programme focuses on empowering seventh graders throughout New York City to learn about and become engaged with the United Nations. The programme featured guided tours matched to the curricular interests of the class, followed by a briefing from a United Nations expert in the students' area of study. Twenty middle schools participated in the stimulating educational experience, which took place in January and February 2017.

IV. Enhancing, empowering and strengthening the voice of young people

A. United Nations Academic Impact initiative

13. The United Nations Academic Impact initiative marked its sixth anniversary on 18 November 2016. Since its inception, the initiative has grown to include more than 1,200 institutions in nearly 120 countries. It continues to act as a conduit of research, innovation and technical expertise from the academic and research communities to the United Nations and to harness the work being done at institutions of higher learning and research for the benefit of the global community. In November, the third annual J. Michael Adams Lecture and Conversation series was held at United Nations Headquarters, featuring the discussion entitled "Living in a shrinking world — sharing our future TOGETHER!" The keynote speaker, Mark Harris, the President Emeritus of ELS Educational Services, was joined by the Secretary-General, Ban Ki-moon, who launched the initiative in 2010. During the same month, the initiative hosted a conversation entitled "Representations of violence, (in)security and peace in Africa: challenges for policy and practice", in which scholars discussed the prevailing representations of Africa in the media and how to create a more diverse and realistic representation of the continent. In November, it partnered with the Massachusetts Institute of Technology on their first ever Solve Challenge, a new initiative for tackling some of the world's challenges by bringing people from various backgrounds together in order to reach scalable solutions to address them.

14. The initiative continued engaging with audiences through social media and a LinkedIn profile was launched in January 2017 to better interact with the professional community. In February 2017, the initiative launched its newly designed website to promote greater understanding of the Sustainable Development Goals and the work being done in these areas by curating special series of articles on different aspects of the Goals. The redesigned multilingual website features a member forum and member project pages to enhance collaboration among the initiative's institutions, namely, a member spotlight section to highlight the work of member schools and a page dedicated to scholarship, conference and research opportunities. In order to engage with youth globally, the initiative launched its Digital Discussion Series, which are audio and video conversations with experts from around the world working on today's global issues. The first episode featured two young politicians who ran for office and highlighted the Not Too Young To Run campaign, which was recently launched by the Office of the Envoy of the Secretary-General on Youth.

B. Model United Nations programmes and youth and educational outreach

15. Engagement with youth remains a priority of the Department. Educational programmes tailor-made for a young audience aim to inform students about the work of the Organization, as well as engage them around the common aspirations of a more peaceful and united world.

16. The Department continues to believe that Model United Nations programmes, which involve more than 400,000 students worldwide at all educational levels, constitute an important platform through which key international goals and messages, as articulated by the Member States and Secretariat of the United Nations, can be effectively communicated to youth. That is why the Department launched and continues to promote "UN4MUN", an initiative that aims to bring Model United Nations simulations closer to how United Nations intergovernmental meetings actually function and to increase the pedagogical value of these simulations in learning about the work and priorities of the Organization.

17. During the reporting period, the Department pursued outreach to Model United Nations programmes around the world, including through training sessions on the "UN4MUN" approach. The Department organized a session, in collaboration with the World Federation of United Nations Associations, at Headquarters in November, which was attended by approximately 40 Model United Nations student leaders and advisers from 24 countries. Such training activities with a variety of partners aim to deepen students' understanding of the way decisions are made at the United Nations and to improve the accuracy with which meetings at the United Nations are simulated.

C. International Day of Peace

18. A student conference was organized at United Nations Headquarters on 16 September, in observance of the International Day of Peace, with "The Sustainable Development Goals: building blocks for peace" as the theme. The conference, which was held in the General Assembly Hall, was attended by 850 students from Canada, Mexico and the United States of America. Young Cypriots and Liberians gathered at the Headquarters of the United Nations Peacekeeping Force in Cyprus and the United Nations Mission in Liberia and participated by videoconference. More students were connected by video link from the Italian Society for International Organization in Rome. The agenda included contributions from Messengers of Peace as well as presentations on peace projects that were spearheaded by young people.

19. The Department also partnered with Flocabulary, a web-based learning programme that uses hip-hop music to engage students, to produce a music video entitled, "Sustainable Development Goals: improve life all around the globe". The aim of the video, which featured subtitles in the six official languages, was to teach young people about the importance of the Goals. Educational materials to accompany the video were produced in the official languages, and the song was performed live at the student conference. The United Nations in Belarus created Russian lyrics for the song and performed it while showing the video as part of its "Inclusive Belarus" campaign on United Nations Day.

D. Office of the Envoy of the Secretary-General on Youth

20. The Office of the Envoy of the Secretary-General on Youth convened and participated in high-level events in which the Envoy promoted the involvement of youth-led and youth-serving organizations and other youth stakeholders in the

United Nations system and beyond. The Office supported the organization of youth-focused events during the high-level segment of the General Assembly. The first class of Young Leaders for the Sustainable Development Goals was announced during the Social Good Summit of 2016. The initiative recognizes and convenes young leaders who can support the Organization's work to catalyse action by and for young people towards the realization of the Goals. More than 18,000 submissions were received from 186 countries, from which 17 finalists were selected. The Young Leaders took part in a series of high-level events and media engagements, including at the SDG Media Zone set up during the General Assembly and the United Nations Development Programme (UNDP) Global Goals Gala, which was held on 5 December 2016 in New York. In addition, the group engaged in a retreat for planning strategy and received media training to maximize their roles as advocates for the Sustainable Development Goals.

21. In an effort to ensure the measurement of youth priorities in the follow-up to and review of the implementation of the 2030 Agenda for Sustainable Development, the Office of the Envoy, in partnership with the United Nations Population Fund and UNDP, convened an expert group meeting in New York on 1 November that aimed to mobilize expertise from the United Nations system and beyond to track the progress of youth development in the context of the Sustainable Development Goals.

22. The Envoy of the Secretary-General on Youth was appointed by the Human Rights Council as the co-chair of the first United Nations Forum on Human Rights, Democracy and the Rule of Law, held in Geneva on 20 and 21 November 2016. The Forum, which the Human Rights Council established by its resolution 28/14, provided a platform for promoting dialogue and cooperation on human rights, democracy and the rule of law in relation to the Forum's overarching theme, "Widening the democratic space: the role of youth in public decision-making". During the event, the Office of the Envoy, together with United Nations and civil society partners, launched the Not Too Young To Run global campaign, which seeks to promote the right of young people to run for public office.

23. On 30 and 31 January 2017, the sixth Economic and Social Council Youth Forum was held at Headquarters, under the theme "The role of youth in poverty eradication and promoting prosperity in a changing world". Convened under the auspices of the President of the Economic and Social Council, the Forum was organized by the Office of the Envoy and the Department of Economic and Social Affairs of the Secretariat, in collaboration with the United Nations Inter-Agency Network on Youth Development. The outcome of the Forum is a contribution to the high-level segment of the Council.

E. Reham Al-Farra Memorial Journalists Fellowship Programme

24. In 2016, a total of 15 journalists (8 women and 7 men) participated in the Reham Al-Farra Memorial Journalists Fellowship Programme, which was held in New York from 6 to 30 September. The journalists were from Côte d'Ivoire, Cuba, Guatemala, Guyana, Indonesia, Kenya, Malaysia, Mongolia, Myanmar, Namibia, Nigeria, Oman, Papua New Guinea, the Sudan and the former Yugoslav Republic of Macedonia.

25. A survey conducted at the conclusion of the 2016 Fellowship Programme provided strong and positive feedback indicating that the journalists' participation had enriched their knowledge of, and interest in, the United Nations, while proving beneficial for their work and careers. Since its inception, 566 journalists and broadcasters from more than 168 countries have taken part in the Programme.

V. Library services

A. Steering Committee for Libraries of the United Nations

26. The 20th meeting of the Steering Committee for Libraries of the United Nations was held in Paris on 28 September 2016. Areas of cooperation discussed included translation assistance with regard to the research guides, digitization and online repositories of United Nations content, and the Young Professionals Programme exam information pertaining to the library and information management fields.

B. Cooperation between the Dag Hammarskjöld Library and Library of the United Nations Office at Geneva

27. The Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva established cooperation concerning the purchasing and operation of digital and integrated library systems. In this respect, the Dag Hammarskjöld Library signed a contract for a new digital library system for the management, processing and access to United Nations documents and publications. The Geneva library will use the same system to process and manage its United Nations documents. The system will be managed by the Dag Hammarskjöld Library. In addition, the Dag Hammarskjöld Library is using the Geneva library's contract with a vendor to share their unified library resources management system for the management of external (non-United Nations) content — both in print and electronic formats — at a fraction of the cost it would have otherwise paid. The unified library resources management system, ALMA/Primo, was launched in December 2016.

C. Client services

28. In August 2016, the Dag Hammarskjöld Library launched its new website (http://library.un.org), with expanded multilingual and accessible content in all six official languages of the United Nations. On 21 November, the second floor reading room was reopened for delegates and staff.

29. The Dag Hammarskjöld Library's research.un.org website is now available in the six official languages. The website includes United Nations Documentation Research Guides as well as topic guides on current issues, and received over 125,000 views per month. From September 2016 to February 2017, the Frequently Asked Questions knowledge base in ask.un.org was accessed more than 200,000

times, of which some 178,300 were for services in English, 25,300 for Spanish and 2,600 for French.

30. More than 6,000 requests from clients were received by telephone and in person, through the online reference platform, Ask DAG. Around 1,500 of the requests were from permanent missions and more than 2,000 were from United Nations staff and offices. The Library training room was reopened and 122 Library training sessions were held in English, French and Spanish, with a total attendance of 1,090 clients, of which 500 were staff and delegates from permanent missions.

D. Digitization programme

31. During the past 18 years, the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva digitized a combined total of 401,400 documents (some 5,412,300 pages), including all core Security Council documents, the majority of General Assembly and some Economic and Social Council documents. Additional series of documents requested on an ad hoc basis were also included in the programme during the year. This included the Charter of the United Nations (in 45 different language versions), the complete set of the *Statistical Yearbook*, the collection of documents on the United Nations Conference on International Organizations ("San Francisco Conference"), the United Nations Blue Book series, the complete set of the status reports of the Committee on Contributions, the reports of the Executive Board of the United Nations Children's Fund (UNICEF) and the set of Secretary-General's bulletins.

32. The result of the in-house digitization operations has been excellent in terms of quality. There remain, however, approximately 2.5 million important documents in need of priority digitization. The Library estimated that more than 17 million documents remained in paper format, of which about 3 million documents and 8,000 maps were identified as being important. In past years, the in-house digitization programme had digitized close to 500,000 of these 3 million documents, leaving about 2.5 million still to be digitized. It is estimated that given the magnitude of the task, the remainder will take several years to complete.

33. In response to paragraph 86 of General Assembly resolution 70/9, the Department of Public Information prepared a funding proposal for the outsourcing of the digitization of 1 million older important documents, consisting of official records of major United Nations organs, including resolutions; meeting records; reports of committees, commissions and other major bodies; budgetary and financial reports; and reports of major United Nations conferences, including preparatory meeting documents. The remaining 1.5 million documents and maps will continue to be handled in-house, using the combined resources of the Department for General Assembly and Conference Management and the Department of Public Information.

34. With regard to scope, the main outsourcing will include the scanning of some 1 million documents; quality control of scanned output; conversion for optical character recognition; factual metadata creation; and uploading to the Official Document System, the United Nations digital library and other websites. It is estimated that four years will be needed to digitize the selected documents. The process involves the selection and specifications for the vendor; inventory and preparation of documents; scanning and post-scanning operations, basic metadata

creation, quality control and uploading. The cost of the entire process is estimated at $4.632 million. The possibility of funding through extrabudgetary resources or contributing extrabudgetary funds to such a project has been discussed with a number of Member States.

35. Upon completion of the project, all remaining parliamentary documents of the General Assembly and the Economic and Social Council and the entire collection of the Trusteeship Council documents would be fully digitized and made available online through the Official Document System and the United Nations digital library.

36. It is noted that there are other offices of the United Nations Secretariat outside of Geneva and New York that already have programmes in place for the digitization of documents and publications produced in their duty stations and for making these available in their respective online repositories and on the Official Document System. Duty stations with their own repositories include the Economic Commission for Africa in Addis Ababa (http://repository.uneca.org) and the Economic and Social Commission for Latin America and the Caribbean in Santiago (http://repositorio.cepal.org). The United Nations Office at Vienna, the Economic and Social Commission for Western Asia (ESCWA) in Beirut and the Economic and Social Commission for Asia and the Pacific (ESCAP) in Bangkok, have been digitizing and uploading their documents into the Official Document System on a regular basis. ESCWA reports that to date around 98 per cent of its documents published since 1974 are available online, and ESCAP had previously outsourced the scanning of some of its documents, which are now uploaded into the Official Document System. The United Nations Office at Vienna had sent in all its digitized documents to the Dag Hammarskjöld Library for inclusion in its digital repository, and the Office continues to handle requests for older documents on an ad hoc basis and uploads these to the Official Document System. The United Nations Office at Nairobi no longer has a physical library onsite and conducts most of its information and knowledge-sharing activities online.

37. The implementation of the digital library system is making steady progress. To ensure a stabilized release of the selected software, Invenio, the Library opted to wait for a new software release to make use of its modern architecture and additional robust features. The digital library system aims to replace the existing integrated library system, Horizon, which is used for traditional library operations such as indexing and digitization, making the implementation of the new system more complex. At the same time, during the implementation period of the digital library system, the addition of content into the digital repository continues for the Department of Peacekeeping Operations collections on policy and training content, and for other digital collections, such as the Charter of the United Nations in 45 languages.

38. During the reporting period, some 9,735 official documents of the United Nations and other programme-related documentation were analysed, indexed and added to the Dag Hammarskjöld Library's online system, enabling users worldwide to easily access and share United Nations official information and publications, as well as allowing websites, such as the website of the Sixth Committee of the General Assembly, to offer real-time automatic document updates to their specialized audiences. The development and maintenance of the UNBIS thesaurus, a structured multilingual database of authorized indexing vocabulary in the six

official languages, continued. Also produced and disseminated to depository libraries worldwide, through Google Books, the United Nations intranet, Twitter and the Library's website, were current updates of the index to proceedings pertaining to the General Assembly, the Economic and Social Council and the Security Council.

E. Depository libraries programme

39. A new framework of arrangements for the depository libraries programme was formally shared with all depository libraries in written communications from the Chair of the Publications Board in March and June 2016. It envisages delivering a primarily digital deposit. The aim is to have the new framework fully realized in 2017, together with the revision and update of the relevant administrative instructions that govern the programme.

F. Library material acquisitions

40. The efforts of the Dag Hammarskjöld Library to acquire new multilingual materials progressed in pace with the implementation of the new Umoja management system, as the Library began to expand access to the collection by subscribing to accessible electronic information products. The Library offers its clients access to 45 commercial databases that include 200,000 electronic books and journals, as well as more than 45,000 news sources. Print collections were brought up-to-date and aligned with the key issues before the United Nations. Some 400 titles were borrowed from partner libraries to meet the clients' urgent needs for information. The United Nations System Electronic Information Acquisition Consortium, an electronic information purchasing and management mechanism for United Nations system organizations, managed by the Library, achieved for the 2016 subscription cycle total cost avoidance of approximately $4.5 million for its members.

G. Library outreach

41. During the reporting period, the Dag Hammarskjöld Library conducted briefings for nearly 350 permanent missions and Secretariat staff. Activities included briefings to new delegates as part of the annual programme of the United Nations Institute for Training and Research in September; a presentation and information booth at the World Food Day event, in partnership with the Food and Agriculture Organization of the United Nations; and participation in informational sessions for delegates organized by the Department for General Assembly and Conference Management.

42. In addition, the Dag Hammarskjöld Library also provided briefings and tours to more than 200 external clients, partners and visitors.

43. Social media extends the reach of the activities of the Dag Hammarskjöld Library. The reporting period was one of the most successful on record for Library-branded social media channels, with more than 2 million views of Twitter content alone. The Library account (@UNLibrary) attained the milestone of 50,000 Twitter

followers in October. Followers have also increased on Facebook (6,800 likes) and Tumblr (3,400), during the same period.

44. In addition to research help and information about the services of the Dag Hammarskjöld Library, the 984 messages from the reporting period focused on United Nations priorities: the Sustainable Development Goals, the selection process for the Secretary-General and the seventy-first session of the General Assembly. The Library created three campaigns: the launch of the new Library website in the six official languages; the fifty-fifth anniversary of the dedication of the Dag Hammarskjöld Library building; and the reopening of the reading room.

VI. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

45. The Holocaust and the United Nations Outreach Programme partnered with Member States and civil society to further Holocaust education and remembrance around the world.

46. On 2 November 2016, in partnership with the Permanent Missions of Ukraine and Israel to the United Nations, the Holocaust programme marked the Kristallnacht pogrom with a round-table discussion entitled "Holocaust remembrance and public memorials: the challenges and complexities of facing the past". The panel comprised experts from Brazil, Israel, Japan, South Africa and the United States.

47. On 24 January 2017, an exhibition entitled "State of deception: the power of Nazi propaganda", which was curated by the United States Holocaust Memorial Museum, opened at United Nations Headquarters. The exhibition examined how the Nazis used propaganda to win broad support in Germany to implement radical programmes under the Nazi regime's dictatorship in the 1930s, and to attempt to justify war and the mass murder of the Jewish people.

48. On 25 January, in partnership with the Permanent Missions of Japan and Lithuania to the United Nations, the Programme screened the film *Persona Non Grata*, which was followed by a discussion with the director of the film.

49. On 26 January, the Programme organized a briefing for non-governmental organizations (NGOs) on the topic "Holocaust remembrance: educating against extremism, building a better future", which examined the impact of Nazi propaganda during the Second World War, the efforts undertaken to help counter the negative effects of the indoctrination of youth and the role that education can play in building democratic societies. The Office of the Special Adviser of the Secretary-General on the Prevention of Genocide and the Permanent Mission of Germany to the United Nations also took part in the event.

50. On 27 January, the Programme organized the annual Holocaust memorial ceremony, under the theme "Holocaust remembrance: educating for a better future". Following official statements from the Secretary-General and the Permanent Missions of Israel and the United States to the United Nations, a Holocaust survivor shared his personal testimony as keynote speaker. The Department of Public

Information also delivered a memorial tribute to Elie Wiesel, a Holocaust survivor, Nobel Laureate and Messenger of Peace, who passed away in 2016.

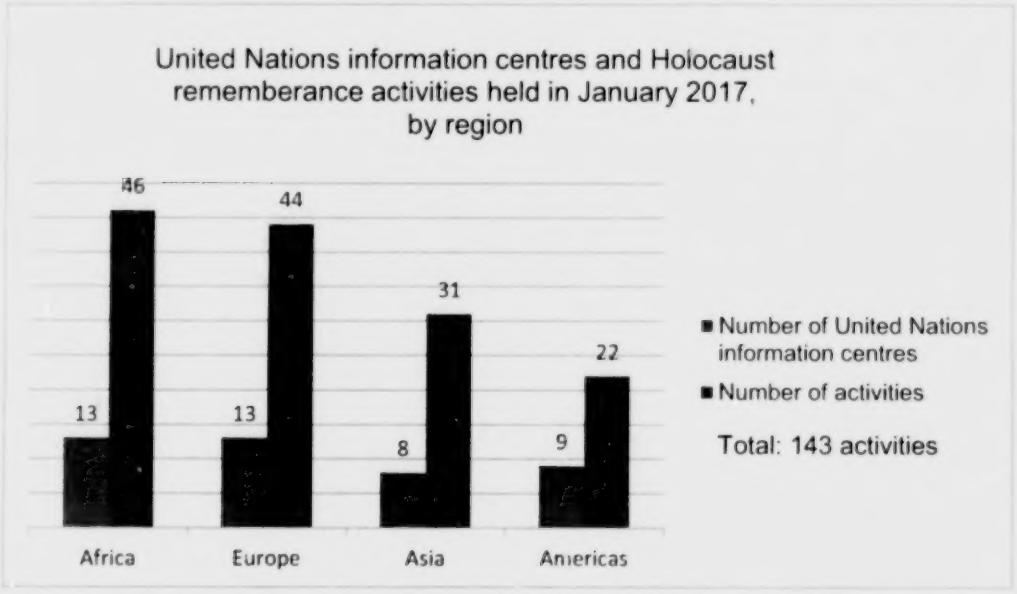
51. A "Meet the author" event was held at the United Nations Bookshop following the memorial ceremony with the author, Nina Wolf Feld, and Mehnaz M. Afridi, the Assistant Professor of Religious Studies and Director of Holocaust, Genocide, and Interfaith Education Center at Manhattan College. They discussed the story of the author's father, who was a Holocaust survivor, and considered the place of memory and education in resisting extremism today.

52. The Programme provided support and guidance to the global network of United Nations information centres, for Holocaust remembrance and education activities in all regions of the world. In response to the request by the Committee on Information for multilingualism, the Programme produced educational materials that included a lesson plan and a poster exhibit based on the exhibition entitled "State of deception: the power of Nazi propaganda", in the six official languages and in Dutch, Kiswahili and Ukrainian.

53. In January 2017, the global network of United Nations information centres held 143 Holocaust remembrance and education activities in 47 countries, thereby expanding the broad reach of the programme.

Figure I

United Nations information centres and Holocaust remembrance activities held in January 2017, by region



B. International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the Remember Slavery Programme

54. At its thirty-eighth session, the Committee on Information requested the Department of Public Information to contribute to the observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade (see A/71/21, chap. IV, draft resolution B). Working in close collaboration with the Caribbean Community and the African Union, the Department's Remember Slavery programme is planning a series of activities at United Nations Headquarters and around the world through the global network of United Nations information centres to mark the Day. The theme for the commemoration in 2017, "Remember slavery: recognizing the legacy and contributions of people of African descent", will help to draw attention to the ways in which enslaved Africans and their descendants influenced and continue to shape societies around the world, including in the areas of technology and culture. To highlight the theme, the Department is organizing a cultural and culinary event on 24 March, as well as a briefing for NGOs on 30 March, in New York.

55. The programme produced a poster exhibit entitled "Remembering slavery: recognition, justice and development", which aimed to highlight the programme's tenth anniversary and the International Decade for People of African Descent, and made it available in the six official languages for the observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, in March 2017.

56. The Programme also published a 2017 wall calendar about the "The Ark of Return, the Permanent Memorial to Honour the Victims of Slavery and the Transatlantic Slave Trade", in English, French and Spanish, for distribution to the public and the United Nations information centres. In addition, it ensured the inclusion of "The Ark of Return" on one of the most popular travel websites "TripAdvisor", to draw visitors to the Permanent Memorial at United Nations Headquarters.

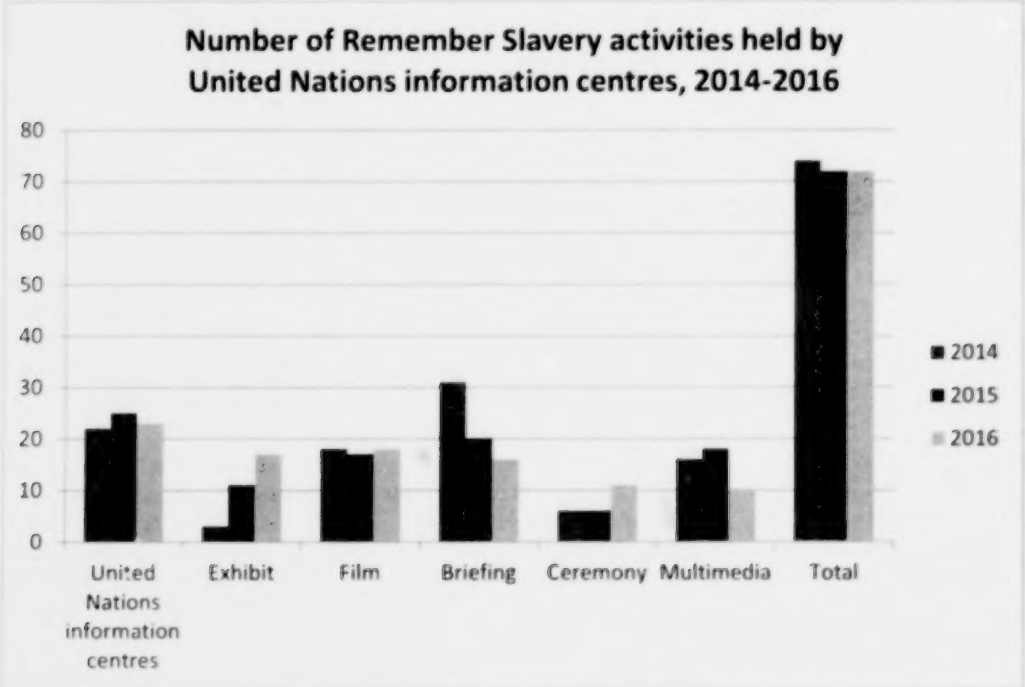
57. The Programme continues to disseminate its brochure on the Permanent Memorial in the six official languages and conducts special and weekly tours for students and visitors at United Nations Headquarters. On 5 October, the Programme participated in the commemoration of the twenty-fifth anniversary of the African Burial Ground National Monument in New York, and distributed information about the Programme and invited attendees to visit "The Ark of Return".

58. In partnership with the United Nations Information Centre in Mexico City, the Programme, on 17 October and 10 November, facilitated screenings in Mexico City of the documentary *Queen Nanny: Legendary Maroon Chieftainess*, which focuses on resistance to slavery in Jamaica.

59. On 15 December, the United Nations Information Centre in Asunción, in cooperation with the Cabildo Cultural Centre Network, held a workshop on African rhythms and cultural heritage that was attended by educators, students and artists. Speakers, including from the Paraguayan Network of Afro-Descendants and the Catholic University, delivered lectures on the history of the Black communities in Paraguay.

60. The Programme's website in the six official languages included the list of events that were webcast live as well as articles on all events and initiatives. Its social media accounts continued to gain followers and, among other content, promoted "The Ark of Return" by including information about the miniature scale model that is available at the United Nations Bookshop.

Figure II
Number of Remember Slavery activities held by United Nations information centres, 2014-2016



VII. Internal communication, knowledge solutions and design

A. iSeek and deleGATE

61. The United Nations intranet, iSeek, continued to expand its reach as the primary intranet for United Nations staff, with the official integration of the ESCWA intranet into iSeek, in December 2016. Preparatory work was also undertaken to integrate the United Nations Office at Geneva intranet to iSeek in 2017.

62. More than 190 stories in English and French and some 600 global and local announcements on key management issues affecting staff and on United Nations events and initiatives were posted on iSeek. The stories and announcements helped to raise awareness of United Nations Staff Day, the high-level segment of the

General Assembly, the United Nations Haiti Cholera Response Multi-partner Trust Fund and international days and commemorations.

63. New features were added to the United Nations intranet, including an alphabetical index, and several areas of the home page were localized to tailor content to each of the eight United Nations duty stations.

64. The Department continued to update the deleGATE website for Member States, with events and announcements as well as relevant stories from iSeek, in English and French.

B. Graphic design

65. The Department offered support to other Secretariat offices and United Nations information centres in providing visual communication and graphic design solutions for global and internal public information campaigns, conferences and publications. The services offered included designing social media and web graphics, brand identities, special emblems, posters, signage and a variety of promotional items for campaigns and conferences, as well as publication design, including of high-level annual reports.

66. During the reporting period, the Department completed close to 200 design products for high-level events, brands and campaigns, including for the Sustainable Development Goals; the high-level meeting on addressing large movements of refugees and migrants; the United Nations Climate Partnerships for the Global South; the Counter-Terrorism Committee; the Financial Action Task Force joint special meeting in 2016; the High-level Forum on the Culture of Peace; the Forum on Human Rights, Democracy and the Rule of Law; and the press kit for the seventy-first session of the General Assembly. The Department bolstered the Organization's multilingualism objectives and increased its ability to adapt designs to any of the United Nations official languages, a task which previously needed to be outsourced to other departments. Its provision of designs and templates to United Nations information centres reduced costs and the environmental impact of overseas shipment.

VIII. Special events, relations with non-governmental organizations and advocacy

67. The Department continued to raise awareness of the issues on the United Nations agenda through the organization of events in collaboration with internal and external partners, including for the annual United Nations Day Concert, which was sponsored by the Permanent Mission of Hungary to the United Nations, with the theme "Freedom first".

68. On 14 December, the Department supported the organization of a concert with the New York Philharmonic Orchestra to pay special tribute to the departing Secretary-General, Ban Ki-moon, and to welcome his successor, António Guterres, in a performance that symbolized the potential of music to champion peace, understanding and cooperation.

69. In January 2017, the Department, together with UNICEF, the United Nations Foundation and Sony Pictures, launched a campaign targeting young audiences, to promote the Sustainable Development Goals. The social media and digitally focused campaign, entitled *Small Smurfs Big Goals*, will culminate with a youth event on the Goals at United Nations Headquarters on 20 March 2017, marking the International Day of Happiness.

70. At its thirty-eighth session, the Committee on Information noted the efforts of the Department in strengthening its role as a focal point for two-way interaction with civil society (see A/71/21, chap. IV, draft resolution B). It also took note of the increasing involvement of civil society in United Nations activities, including the outreach activities directed at youth representatives and young journalists.

71. In this context, the Department continued to mobilize NGOs through various outreach and advocacy channels and strengthened its engagement with civil society to raise awareness and promote the Sustainable Development Goals. During the reporting period, the Department organized 12 briefings for civil society that attracted some 3,600 representatives (in person and online) from NGOs, academia, as well as university students and youth-led groups on issues ranging from the Sustainable Development Goals, education, poverty eradication and global citizenship, and briefings around United Nations observances such as the International Day of Peace, World Aids Day and Holocaust Remembrance Day.

72. On 16 September, to bolster the engagement of young people around the Sustainable Development Goals, the Department organized the Peace Day Youth Summit, which brought together some 400 youth leaders and university students to identify opportunities for action for the Goals as a way of empowering young people to be change makers.

73. Teaming up with the Peace Boat, an international NGO based in Japan, the Department organized a large-scale advocacy event as part of the Peace Boat's ninety-second global voyage to promote the Sustainable Development Goals. On 20 October, a "Floating festival for sustainability" was held on-board the ship that brought together the Deputy Secretary-General and more than 600 participants to highlight the Goals, the logo of which was painted on the ship's hull to raise awareness.

74. On 3 November, some 400 youth leaders and university students gathered at United Nations Headquarters to attend an NGO youth-led session, entitled "1+4=16: targeting poverty and education for peace". This session explored the interlinkages between Goals 1, 4, and 16 of the Sustainable Development Goals, while raising awareness of target-specific approaches towards their implementation.

75. Partnering with civil society, the Department organized a communications workshop on advocacy skills and knowledge for NGOs on 8 December 2016. The purpose was to enhance the communication effectiveness of NGOs in promoting the Sustainable Development Goals, as well as on understanding how the Goals advance key United Nations messaging.

IX. Highlighting United Nations priorities through the arts

Outreach to the creative community

76. During its thirty-eighth session, the Committee on Information stressed that the central objective of the outreach and knowledge services was to promote awareness of the role and work of the Organization by fostering dialogue with global constituencies (see A/71/21, chap. IV, draft resolution B). As part of its efforts in this regard, the Department continued to bring awareness to the issues and work of the United Nations through creative partnerships with the entertainment industry.

77. In September 2016, *Half Girlfriend* became the first Bollywood production to film on location at United Nations Headquarters. The storyline of the film provides an opportunity to highlight the importance of equal access to education for girls and boys, as well as adequate sanitation for all, both priority issues on the Organization's agenda. Further collaboration with the production is envisaged around the release of the film in 2017 to raise awareness of Goals 4 and 6 of the Sustainable Development Goals.

78. In November 2016, the Department organized an advance screening of the premier episode of a new United States television series entitled *Incorporated*, which depicts a future dystopian world that has been ravaged by climate change. The event was followed by a panel discussion with the show's talent, along with a United Nations climate change expert, on the role of entertainment in raising awareness of global issues. The Department provided the series' writers access to United Nations experts on climate change and other global issues.

Celebrity advocacy and Messengers of Peace

79. At its thirty-eighth session, the Committee on Information called upon the Department to continue to involve Messengers of Peace, Goodwill Ambassadors and other advocates to promote the work of the United Nations and to enhance international public awareness of its priorities and concerns (see A/71/21, chap. IV, draft resolution B). Accordingly, the Department worked actively with the Messengers of Peace to lend their voices and visibility to the promotion of United Nations objectives and themes in a variety of ways.

80. Messenger of Peace Lang Lang lent his support as Campaign Champion for the United Nations Environment Programme "Wild for life" campaign, providing his name and image, as well as a message on the illegal ivory trade, for a major billboard campaign that was launched at Beijing Airport on 9 September 2016 for a period of six months.

81. On 16 September 2016, Messengers of Peace Leonardo DiCaprio, Michael Douglas, Jane Goodall, Midori and Stevie Wonder participated in the annual observance of the International Day of Peace at United Nations Headquarters.

82. On 20 October, the Department of Public Information organized a screening of a National Geographic documentary on climate change entitled *Before the Flood*, which follows Leonardo DiCaprio in his role as a Messenger of Peace as he explores the topic of climate change and asks questions on how its negative impact

on the planet can be averted. The screening included remarks by the Secretary-General and a conversation on climate change with Mr. DiCaprio, the United States Secretary of State, the film's director, and the Acting Director of the Earth Sciences Division at the National Aeronautics and Space Administration Goddard Space Flight Center. A month after its release, National Geographic announced that the film had reached more than 60 million people worldwide, making it one of the most watched documentaries in history.

83. On the occasion of the International Day of Persons with Disabilities on 2 December, Messenger of Peace Stevie Wonder participated in a high-level event convened by the President of the General Assembly to mark the tenth anniversary of the Convention on the Rights of Persons with Disabilities; and Messenger of Peace Midori performed and addressed an event organized on 2 December by the Department of Economic and Social Affairs with the New York City Mayor's Office for People with Disabilities on the theme "Accessible cities for all".

84. To mark Human Rights Day on 10 December, Messenger of Peace Daniel Barenboim led the West-Eastern Divan Orchestra, which was itself designated as a United Nations Global Advocate for Cultural Understanding earlier in the year, in a concert at the United Nations Office at Geneva.

X. United Nations flagship publications

A. *Yearbook of the United Nations*

85. In March 2017, the Department published the sixty-sixth volume of the *Yearbook of the United Nations*, covering the Organization's global activities in 2012. The online multilingual Yearbook Express, featuring the chapter introductions to corresponding volumes of the *Yearbook of the United Nations*, continued to expand, going back in various official languages to the 1996 edition of the *Yearbook*.

B. *UN Chronicle*

86. Issue 3 of the *UN Chronicle*, entitled "Human habits, human habitats", was posted in full online in October, prior to the opening of the United Nations Conference on Housing and Sustainable Urban Development, in Quito. In keeping with the publication's policy of ensuring gender balance in its authorship, 9 of the issue's 12 articles were written in whole or in part by women, many of whom also reflected the experiences of people living in the global South.

87. In 2016 all issues were published in English and French in print, and in Arabic, Chinese, Russian and Spanish electronically on the *UN Chronicle* website. The website itself underwent a major overhaul in 2016, resulting in easier navigation, improved access to language editions and a more user-friendly experience.

XI. Sales and Marketing Section: expanding access to knowledge and information

88. The Sales and Marketing Section oversees the distribution of print and digital United Nations publications as well as the United Nations Bookshops at Headquarters and the United Nations Office at Geneva. This activity opens up new channels for outreach in particular with the general public and academia worldwide. The Section has focused its efforts during the reporting period on acquiring a wide range of multilingual content for its newly launched online publishing platform, the United Nations iLibrary, as well as its e-commerce website, shop.un.org. The Section has also multiplied its efforts in organizing a series of bookshop events to promote newly released books and encourage dialogue with the public on important United Nations themes. Much attention was also devoted to editorial projects, such as the compilation of speeches by the Secretary-General, *Time of Test, Era of Opportunity: Selected Speeches of United Nations Secretary-General Ban Ki-moon (2007-2016)*,[1] and a multilingual edition of the Universal Declaration of Human Rights.

Social media

89. The Department continued to expand and reinforce its ongoing social media campaign to promote United Nations publications. During the reporting period, the number of Twitter followers of United Nations publications reached 166,000, and its Facebook "likes" stood at 27,000. United Nations iOS and Google Play application downloads stood at 314,000. The Department continuously garnered the interest of its various audiences using social media by "tying" recent publications to United Nations days, events and commemorative anniversaries as well as current events.

New websites

90. During the reporting period, the United Nations iLibrary, a comprehensive collection of knowledge created by the United Nations and launched in February 2016 grew to include 3,500 United Nations titles (including those published by agencies, programmes, funds, institutes and entities) in the six official languages of the United Nations. The collection interface has been updated allowing for theme and/or country browsing and search. The United Nations iLibrary allows fully searchable access to view aggregated United Nations content to anyone with an Internet connection. Current and legacy publications dating back to 1945 are continuously being uploaded.

91. The Department's e-commerce website, shop.un.org, with a home page in the six official languages as well as a vast range of multilingual titles, serves as a key discovery and sales outreach vehicle for print and digital publications. The website is continually updated with newly launched publications and is used to tie in and promote them in connection with the areas of United Nations work such as the Sustainable Development Goals, international peace, climate change, gender studies, migration and special events. To date, 392,000 page views have been recorded.

[1] United Nations publication, Sales No. E.16.I.17.

Publishing

92. The Department has increased efforts to publish, disseminate and market key United Nations content during the reporting period. *Time of Test, Era of Opportunity: Selected Speeches of United Nations Secretary-General Ban Ki-moon (2007-2016)*,[1] published in December 2016, features a selection of speeches during the Secretary-General's tenure; *Universal Declaration of Human Rights (multilingual edition)*,[2] published in December 2016, is the first official multilingual compendium of the core United Nations document in the six official languages of the Organization.

Print on demand

93. The Department has implemented an expanded network of print-on-demand capability that enables a more efficient time to market while ensuring environmental sustainability and decreasing its carbon footprint. Its publications are printed using environmentally friendly processes, including water-based inks and paper that is recycled or comes from sustainably managed forests.

United Nations Bookshop

94. To amplify current United Nations priorities, the United Nations Bookshop created public outreach opportunities by highlighting international days and special events through publications and merchandise. Some 20 events were held during the reporting period; some of the notable ones were the publication *The Endless Quest for Israeli-Palestinian Peace: A Reflection from No Man's Land* by Robert Serry, with an introduction by the Deputy Secretary-General; an author reading of *Brooklyn* by Colm Toibin, on the topic of migration; and an author reading of *The Story of the UN Peace Bell* by Seiko Takase, sponsored by the Permanent Mission of Japan to the United Nations, for the International Day of Peace.

United Nations Development Business

95. United Nations Development Business, a subscription-based online publication has continued to publish procurement announcements for projects financed by the multilateral development banks, United Nations system agencies, government agencies and other organizations. It circulates the information to a diverse global audience of subscribing companies to increase procurement opportunities for vendors from developing countries and countries with economies in transition in support of a United Nations priority pursuant to General Assembly resolution 57/279. The publication initiated a strategy to improve the engagement of African companies in global public procurement and shared knowledge on gender-responsive procurement and support actions towards more inclusive supply chains in the global procurement market.

[2] United Nations publication, DPI/876/Rev.6.

XII. Conclusions

96. The reporting period witnessed a wide array of events, publications and other outreach activities that highlighted the Organization's efforts to bring about a more peaceful world; promote the Sustainable Development Goals; respond to the challenges posed by climate change; and advance human rights, gender equality and the empowerment of young people. In 2017, the Department will continue to focus on these issues and on the topic of migration, and amplify its message to the wider community, including young people around the world, in a variety of ways, from direct engagement with civil society, to social media, partnerships, the organization of public events and commemorations, publications, websites and innovative ways. The Department will pursue its core mission of enriching and stimulating public debate concerning the key challenges of our time and, in that process, engage the global community in preventing conflict even as it protects and fosters the dignity and worth of the human person.